

NOTHING TO INJURE--- ALL TO RELIEVE

There is nothing in the composition of

Look For
The Red
Trade Mark

ASPER-LAX
TRADE MARK
THE LAXATIVE ASPIRIN

Accept
No
Substitute

To injure the most delicate system, while there is a most effective combination of ingredients to relieve pain and eliminate from the body conditions which cause pain.

GUARANTEED TO RELIEVE

Colds, Headaches, LaGrippe, Influenza, and the Pains of Neuralgia, Lumbago and Rheumatism.

A FEW CENTS MORE THAN THE ORDINARY

At All First Class Drug Stores The "Lax" Gently Acts Box 15 Tablets Price 30c

Richmond Daily Register

S. M. SAUFLEY, Editor and Proprietor

Subscription Rates
By mail, one year outside Ky. \$4.00
By mail, one year in Kentucky \$3.00
By mail, 6 months out of Ky. \$2.25
By mail, 6 months in Ky. \$1.75
By mail, 3 months out of Ky. \$1.25
By mail, 3 months in Ky. \$1.00
By mail, 1 month out of Ky. \$0.40
By mail, 1 month in Ky. \$0.30

The Low Cost of

Advertising Space

Few advertising men know that advertising space in newspapers is by the far the economical way to reach the consumer. It is a fact and the only reason that advertising was ever created was because wise and shrewd men learned that they could buy white space in publications at a minimum cost and because of the message they would put into that space they could make a profit on the transaction and make the advertising a real investment in production of sales and good will.

In these days of high cost of white paper and printing the advertiser could not print a full-page advertisement and buy the white paper at the small cost that newspapers charge him for the complete page delivered into the home by invitation. That is to say, the readers of this newspaper buy a paper because they want to read it and because they know they get more for their money at 2 or 3 cents than anything else they could buy at that price. That is what makes the advertising so valuable to the advertiser, provided they have the right message, the right illustration, and the right merchandising plan back of the advertising.

Newspaper advertising is by far the most economical method to reach the consumer.—William H. Rankin, President Wm. H. Rankin Advertising Agency in Newspaperdom.

GLEE CLUB PROGRAM

Following is the program of the Men's Glee Club of the University of Kentucky who will be heard in the Normal Chapel Tuesday evening at 8 o'clock:

PROGRAM		
Star Spangled Banner	Key	
Our Old K. U.		
Medley of Favorite Songs	Targett	
Club		
Violin Solo	Selected	
Prof. C. A. Lampert		
Quartet	Selected	
Messrs. Bell, Dahringer, Sullivan, Anderson		
Saxophone Sextet	Selected	
Messrs. Woodward, Hawkins, Baughman, Decoursey, Fendley, Riley		
Serenade	Krenser	
Club		
Hawaiian Trio	Selected	
Messrs. Fendley, Dahringer, Riley		
Bass Solo	Selected	
Mr. Anderson		
Deep River	Lucas	
Swing Along	Cook	
Club		
Exhortation	Cook	
Mr. Clem and Club		
Fruitful Discourse—Mr. Clem.		
Whistling Solo	Selected	
Mr. Porter		
Quartet	Selected	
Should Old Acquaintance Be Forgotten		
Club		
Good Night		

Revival at Whites Station

Dr. A. Sidney Venable, of Mercer county, is conducting revival services at Silver Creek chapel, near Whites Station. Large audiences are attending and much interest manifested. Come and hear this great preacher.

LOST—Friday evening, on or near carnival grounds, a handsome diamond ring. Liberal reward for return to Miss Mary Alice Tudor. 116-2

The number of sheep in the United States has increased about four million in ten years. Eskimos eat the stomachs of deer, with their contents, to supply the vitamins in their diet.

Lottie Mae, little daughter of Mr. and Mrs. Grank Prewitt, is recovering from a several days' illness.

FOR RENT—Two rooms furnished or unfurnished. 511 E. Main street. Phone 936. 166-3

AT THE MOVIES



Story of a Butterfly

That Touched the Flame
Brilliant screen artist that she is, Louise Glaum never approached, at least in histrionic impressiveness, the characterization which she is to offer at the local theaters Tuesday, according to the New York critics who have seen "Sex." As Adrienne Renault, dazzling butterfly of the Frivolity Roof, Miss Glaum is a scintillating, entrancing picture as volatile, as radiant as life can be in the wild nocturnal vortex of Manhattan. Then, as a different Adrienne, married, devoted to her husband and her home she gives a poignant insight into the heart of the woman who is destined to pay for despoiling happiness of others by the destruction of her own castle of dreams. The climax of "Sex" is said to be one of the most tremendous scenes ever staged for the film camera.

"King Spruce" a Perfect

Fit for Mitchell Lewis
As Tom Moore knew every nook and cranny of Ireland, so does Holman Day, the noted author, know Maine, the locale of most of his popular novels. Born in the Pine Tree State and educated at Colby College, Maine's principal institution of learning, Mr. Day has written for the past 20 years of people with whom he came in contact every day, people whose mannerisms and mode of living differentiate them from the populace of every other section of the country.

Though a resident of the city, Mr. Day is familiar with the back woods country and the peculiar folk that inhabit it. It is they he visualized in the greatest of his novels, "King Spruce," the picture of which starring Mr. Mitchell Lewis is the special attraction at the local theaters today.

See a full-rigged schooner—all sails set—go crashing onto the rocks; see the burning of another vessel at sea and a girl's heroic rescue of the man she loves. These are just three of the gripping incidents that make Irvin Willat's "Partners of the Tide" which comes to the local theaters Wednesday one of the greatest pictures of the year. It's a Hodgkinson release.

KIRKSVILLE

Farmers are very busy planting corn and setting tobacco. Mr. Jonah Cox has his house almost completed.

Mrs. Clay Blakeman and Mr. Mrs. Frank Wheeler attended a family reunion in Danville on Friday at the home of Mr. Jack Hendren.

Mr. Rufus Blakeman has purchased a nice bunch of small shoats.

Mrs. Carrie Todd and Son Burnett, spent Sunday at the home of Mr. and Mrs. Jim Coy.

Many from this place attended the recital at Muncy's Store on Thursday and Friday night. Among the players were Master Russell and Mason Pope, Burnett Todd, J. T. Turner and Benlah Mae Turner.

Mr. J. H. Fitzgerald spent Saturday and Sunday in Georgetown.

The pupils of Mrs. Carrie Todd's room will give a play on Tuesday night, May 24, entitled the "Tom Thumb Wedding." About 40 tots are in this play and it is hoped every one will come and enjoy an evening of fun of home talent play.

Tickets now on sale at Stockton's drug store for the University of Kentucky Glee Club Concert to be given in the Normal chapel Tuesday evening at 8 o'clock. 114-2

WANTED! 10,000 Hens and Roosters!

Sell your Poultry now, as the market is sure to go lower.

We will send our truck for your Poultry. We also buy eggs.

KENNEDY PRODUCE CO.
PHONE 45

TWO-CENTS-A-WORD

NOTICE TO PATRONS

Classified Advertisements will be inserted at the rate of TWO CENTS A WORD, minimum charge 25 cents.

Positively no advertisement will be accepted unless accompanied by the cash except from those who run regular ledger accounts. When an advertiser withholds his name and substitutes a letter or number, all replies should be addressed to such letter or number, as the Daily Register is not at liberty to disclose the identity of the advertiser.

WANTED—50 PRINTERS

Union or non-union, job men, tariff men, finotype and monotype keyboard and caster operators in Open Shop working 48 hours per week. Pay from \$30 to \$45 per week according to ability. Contract given for a year or more. Transportation refunded after three months employment. Continuous guaranteed. Write or wire The Standard Printing Co., Incorporated, Louisville, Ky. 106 7

WOULD buy a good milk cow; must be gentle and at the right price. Thos. A. Shelton, phone 266. 113

WANTED—At the Kenmadrich, good cook who can bake pies and cake. 113 3p

FOR RENT—Two nice rooms over Richmond Welch Co., suitable for light housekeeping. See O. L. Arnold or call 921. 115-6

WANTED—Waiter, male, Kenmadrich Restaurant. 113 11

LOST—Black mare mule, 16 hands high; reward for return to Algin Brandenburg, Star Route, Richmond, Ky., or phone 37—W. Ford. 113 3p

CANDYMAKING business. Start at home. Everything furnished. Men-women. \$30 weekly. Bon-Bon Co., Philadelphia, Pa.

Hanging

Baggage

Taxi

City Transfer Co.
Phones 94 and 469

TINNING—ROOFING—GUTTERING—SHED METAL WORK—30 YEARS' EXPERIENCE. I can make anything from a tin cup up. Give me a trial. Satisfaction guaranteed.

W. M. THOMAS
Shop on Third Street, next to Moore's Blacksmith Shop

FLOWERS

Mrs. T. T. Covington

Agent

L. A. Fenell
Lexington



Southern Optical Company
Incorporated

Spectacles, Eyeglasses
Kryptoks,
Artificial Eyes,
Invisible Bifocal Lens

FOURTH and CHESTNUT,
Louisville, Ky.

Political Announcements

The Daily Register is authorized to announce the following as candidates for office subject to the primary election August 6, 1921, and the regular election November 3, 1921:

DEMOCRATIC CANDIDATES

For County Attorney
JOE P. CHENAULT
For Commonwealth's Attorney
WM. J. BAXTER
of Jessamine County
BEN A. CRUTCHER
of Clark County
For County Judge
G. H. ANGEL
For County Clerk
H. O. MOBERLY
HUGL SARGENT
For Tax Commissioner
BEN R. POWELL
WILL M. ADAMS
CHARLES MARTIN
For Circuit Clerk
JAMES W. WAGERS
For Sheriff
VAN BENTON
For Jailor
SAM HUNTER
CHAS. S. ROGERS
S. D. JONES
For Magistrate—3rd District
G. C. BURGIN
For Mayor
SAMUEL RICE
ROBERT GOLDEN
For City Attorney
EUGENE MOYNAHAN
For Chief of Police
CLAUDE DEVORE
JAMES P. POTTS
For Councilman
REED JEFF
W. L. LEEDS
From Courthouse Ward

REPUBLICAN CANDIDATES

For Tax Commissioner
W. C. ENGLE
EMMETT TAYLOR
For Sheriff
WILLIAM H. BURGESS
For County Judge
W. K. PRICE

By a

Constant

Study of

Details

Always With

An Eye to

Improvement

we have built a commercial service so well organized and systematized that it can be depended upon to function with the accuracy and precision of a smoothly running machine. The business interests of Richmond always come first at the

MADISON NATIONAL BANK

**Bring
Us Your
CREAM**

Don't ship when you can realize as much money at home!

THE FRENCH BROS

BAUER CO.

L. & N. Depot

V. M. Cox, Manager.

The Hardest Job in Every Business

In nearly every line production has been increased on account of the war. The hardest job ahead is to find a market in peace times for what those factories turn out. Money is made—not in manufacturing—but in selling. Yet selling seldom receives the attention it deserves.

The number of factories a manufacturer can build—the profit he can earn—are limited by the amount of merchandise for which he can find a profitable market.

If demand can be kept ahead of production, a profitable market is sure. And the one way to keep demand ahead of production is by advertising—teaching the public to use more of your goods.

In the past the South has bent her energies on manufacturing. The marketing of her products were largely left to others who took the raw materials and staples and converted them into specialties, trade-marked, advertised and sold them. And, invariably, it is the selling of specialties that pays the wide margin of profit and the selling of staples that pays the slim.

Greater profits—keeping conditions in our hands instead of on them—depend upon our marketing our goods as well as upon our making them.

The South's cotton goods should be known by brand-names in Detroit just as we know and buy the various makes of automobiles produced by the citizens of that enterprising Michigan city.

Lumber, of which the South is the Nation's greatest possessor, will be needed for reconstruction and the merits of our various woods should be convincingly told by advertising.

The South is the greatest fat-producing section of America. In the vegetable oils from her cotton-seed, peanuts and soy beans she produces more fat than all the dairy cows of America—more fat than all the hogs slaughtered in a year. More Southern-made and marketed compound lards and salad oils would bring additional millions into Dixie.

Cane syrups, coffees and all the other epicurean delights for which the South is famed would find a bigger demand if backed by adequate advertising. And such a demand would automatically fix a profitable price.

Marketing our products as well as making them would furnish work for the hands and brains of our returning sons—provide room for the tallest ambition and stop the emigration to the North and West of the talented and ambitious.

There was a time when we could sell the merchant and let him push the goods. But today the hardware, grocery and drug stores will carry from 2,000 to 10,000 different items. Pushing any one is impossible.

Wise manufacturers are marking their goods so that they can be recognized—telling the public about their merits and inducing the folks to pull them off of the shelves. And in this respect, at least, an ounce of "pull" is worth a pound of "push."

The advertising agencies of the South have had years of experience in advertising and marketing many commodities. They know the methods that have proved successful, because their whole time is engrossed with the problems of selling.

Their contact with leading manufacturers in many lines has made them intimate with various methods of winning trade—methods of securing distribution—fighting substitution. It is their business to know how business is being built.

Their services cost nothing. They are paid a commission by the publishers to make advertising profitable to the manufacturer. It will be a revelation to many business men to know the varied forms of assistance these agencies can render—information on markets, containers, trademark law, distribution methods, dealer cooperation, service in preparing booklets, copy-writing and real information on the value of different classes of advertising media.

Write, wire or phone any of the accredited advertising agencies of the South and arrange a conference with them to discuss how to increase sales. Let them help you solve the hardest job ahead

Basham Company, Thomas E., Louisville, Ky.
Cecil, Barreto and Cecil, Richmond, Va.
Chambers Agency, Inc., New Orleans, La.
Chesman and Company, Nelson, Chattanooga, Tenn.
Ferry-Hanly Advertising Co., New Orleans, La.
Johnson and Dallis Company, Atlanta, Ga.
Massengale Advertising Agency, Atlanta, Ga.
Staples and Staples, Inc., Richmond, Va.
Thomas Advertising Service, The, Jacksonville, Fla.

Members Southern Council, American Association of Advertising Agencies

This advertisement prepared by
Staples & Staples, Inc.
Richmond, Virginia